



## Active Northumberland Review

2022/2023 performance vs 2021-2022  
Alongside 2023/2024 year to date

# Contents



1. About Active
2. Vision and strategy
3. Financial performance
4. Membership numbers
5. Usage and trends
6. Products - Health & wellbeing
7. People
8. Places

# 1. About Active

Active Northumberland formed in 2014, and was born from a merger of five leisure providers across the region with the goal to improve the overall service offering under a collective vision:

## To be the best community leisure centre and wellness provider in the UK

A registered charity, Active Northumberland manages, operates and maintains 14 leisure centres and community facilities on behalf of Northumberland County Council under a Partnership Service Level Agreement focused on providing the best leisure and fitness experience for the county whilst successfully contributing to Northumberland County Council's corporate plan.

The business encompasses fitness and gym memberships, aquatic services, catering, vending and retail, and leisure attractions; operated by a highly experienced leisure management team and overseen by an independent board of directors.





## 2. Vision and strategy

Whilst we continue to see ever changing and challenging external factors across the industry, our mission and vision remain the same as we stay focused on our goal **to be the best community leisure and wellness provider in the UK.**

We will achieve this through the delivery of our mission.

### OUR MISSION

**To have the best people in the best places delivering the best experience for our customers enjoyment and fun**

#### **The best people.**

Having highly skilled teams providing industry leading leisure and fitness experiences for our customers, communities and each other.

#### **The best places.**

To build, manage and maintain market leading facilities that are operated to the highest standards; safe, efficient and environmentally friendly.

#### **The best product.**

To design and deliver products and services that excite and engage our customers and communities. Always enhancing our offering; from fitness to food, activities and entertainment.

#### **The best partners.**

Delivering services that ensure the people in Northumberland will have a better quality of life as a result of their participation in physical activity and sport; feeling fitter and healthier and preventing ill health and social isolation.



### 3. Financial performance



## 3.1 Financial performance

|                            | FY 21/22 | FY 22/23 | FY 22/23 v 21/22 | Dec-23 YTD | % to FY 22/23 |
|----------------------------|----------|----------|------------------|------------|---------------|
| Fitness memberships        | £4,662k  | £6,732k  | +£2,070k         | £6,074k    | 90%           |
| Aquatics                   | £2,665k  | £3,330k  | +£665k           | £3,097k    | 93%           |
| Leisure                    | £543k    | £643k    | +£100k           | £624k      | 97%           |
| Trading                    | £716k    | £1,328k  | +£612k           | £1,343k    | 101%          |
| Hire and pitch fees        | £2,235k  | £2,492k  | +£257k           | £1,916k    | 76%           |
| Management fees            | £2,160k  | £2,060k  | -£100k           | £980k      | 47%           |
| Grants and funding streams | £2,190k  | £1,123k  | -£1,067          | £-         | na            |
| Position                   | £15,174k | £17,712k | +£2,538k         | £14,034k   | 79%           |



## 4. Memberships

## 4.1 Market share

|              | Users<br>Oct 23 | Market share |
|--------------|-----------------|--------------|
| Alnwick      | 1,683           | 96%          |
| Ashington    | 4,361           | 51%          |
| Berwick      | 2,316           | 103%         |
| Blyth        | 4,154           | 53%          |
| Concordia    | 4,235           | 38%          |
| Morpeth      | 4,443           | 107%         |
| Ponteland    | 3,579           | 87%          |
| Prudhoe      | 2,379           | 40%          |
| Wentworth    | 2,550           | 85%          |
| <b>Total</b> | <b>29,700</b>   | <b>61%</b>   |

### 61% market share in Oct 23

Assumes 15.1% of population has a leisure and fitness membership.

#### Key points

- Berwick and Morpeth have saturated current markets.
- Morpeth will be pulling usage from Concordia and Ashington.
- Blyth seeing some impact of PureGym for 18-35s.
- Ponteland continues to gain market share as it matures.

**Definition:** Market share is based on all users (member and PAYG) within the last 3 months across a 10 mile radius of the individual centre.

Source: Datahub.

Note: 15.1% penetration from *State of the UK Fitness Industry Report 2023*

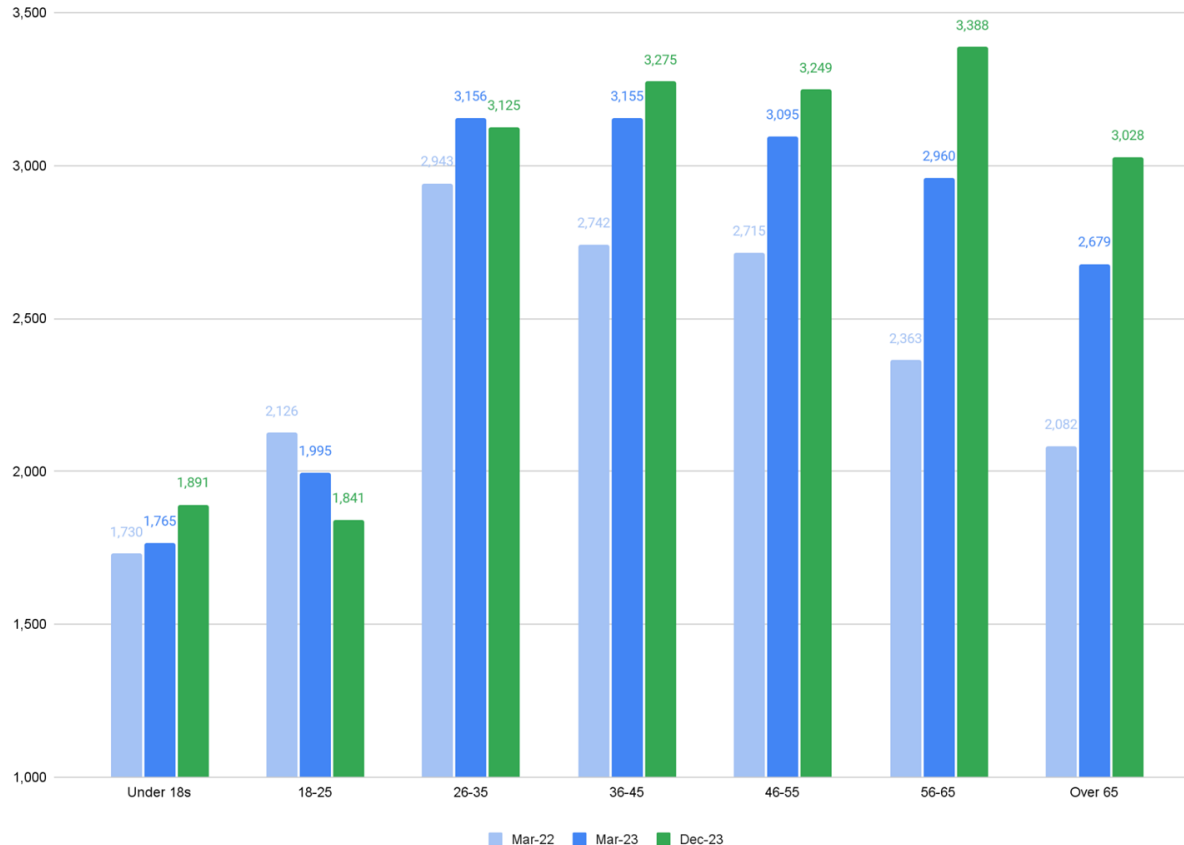


## 4.2 Fitness memberships



|                      | FY 21/22      | FY 22/23      | FY 22/23 v 21/22 | Dec-23 YTD    | % to FY 22/23 |
|----------------------|---------------|---------------|------------------|---------------|---------------|
| Alnwick              | 1,172         | 1,233         | +61              | 1,330         | +97           |
| Ashington            | 3,250         | 3,523         | +273             | 3,390         | -133          |
| Berwick              | 1,331         | 1,681         | +350             | 1,713         | +32           |
| Blyth                | 2,417         | 2,123         | -294             | 1,969         | -154          |
| Concordia            | 2,106         | 2,321         | +215             | 2,313         | -8            |
| Morpeth              | 1,053         | 1,770         | +717             | 2,829         | +1,059        |
| Ponteland            | 2,281         | 2,603         | +322             | 2,650         | +47           |
| Prudhoe              | 1,032         | 1,179         | +147             | 1,196         | +17           |
| Wentworth            | 1,818         | 2,064         | +246             | 2,155         | +91           |
| Total Big 9          | 16,460        | 18,497        | +2,037           | 19,545        | +1,048        |
| Non Big 9 Total      | 243           | 353           | +110             | 290           | -63           |
| <b>Total members</b> | <b>16,703</b> | <b>18,850</b> | <b>+2,147</b>    | <b>19,835</b> | <b>+985</b>   |
|                      |               |               | +12.9%           |               | +5.2%         |

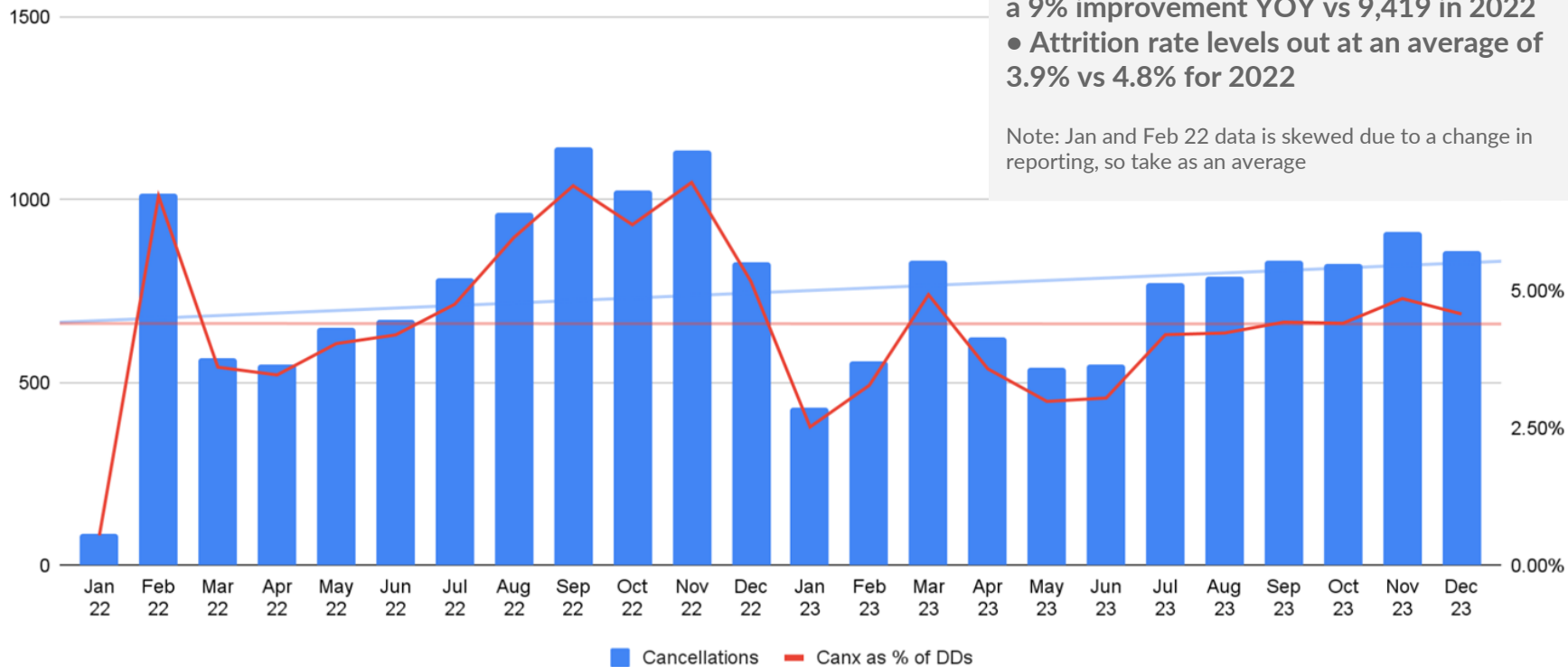
## 4.3 Fitness Memberships by age



- Continued growth in U18s following continued success of Junior memberships which is now available to those under 18
- Decline in 18-25s impacted by PureGym in Blyth
- Continued growth vs core 26-55 year olds
- Large increases in 55 yrs+ driven by daytime activities such as Badminton, Fitness classes and leisure offering

## 4.4 Cancellations and attrition DD fitness memberships

Cancellations and Canx as % of DDs



## 4.5 Swim lessons - Learn2Swim

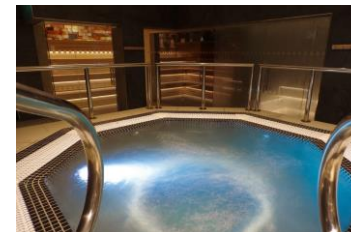


| DD and AP    | FY 21/22     | FY 22/23     | FY 22/23 v 21/22 | Dec-23 YTD   | % to FY 22/23 |
|--------------|--------------|--------------|------------------|--------------|---------------|
| Alnwick      | 605          | 702          | +97              | 659          | +54           |
| Ashington    | 590          | 523          | -67              | 671          | +148          |
| Berwick      | 232          | 318          | +86              | 370          | +52           |
| Blyth        | 648          | 676          | -28              | 785          | +109          |
| Concordia    | 185          | 198          | +13              | 286          | +88           |
| Morpeth      | 419          | 443          | -24              | 683          | +240          |
| Ponteland    | 1208         | 1,304        | +96              | 1,412        | +108          |
| Prudhoe      | 1016         | 1,142        | +126             | 1,067        | -75           |
| Wentworth    | 1167         | 1,158        | -9               | 1,111        | -47           |
| <b>Total</b> | <b>6,136</b> | <b>6,470</b> | <b>+334</b>      | <b>7,044</b> | <b>+574</b>   |
|              |              |              | +5%              |              | +9%           |

## 4.6 Spa membership

| Members      | FY 21/22   | FY 22/23     | FY 22/23 v 21/22 | Dec-23 YTD   | % to FY 22/23 |
|--------------|------------|--------------|------------------|--------------|---------------|
| Ashington    | 214        | 266          | +52              | 247          | -19           |
| Berwick      | 127        | 140          | +13              | 135          | -5            |
| Blyth        | 123        | 123          | 0                | 123          | -             |
| Concordia    | 152        | 167          | +15              | 138          | -29           |
| Morpeth      | 6          | 146          | +140             | 148          | +2            |
| Ponteland    | 198        | 227          | +29              | 215          | -12           |
| Other Active | 6          | 30           | +24              | 30           | -             |
| Spa VIP      | -          | 309          | +309             | 455          | +146          |
| <b>Total</b> | <b>826</b> | <b>1,408</b> | <b>+582</b>      | <b>1,491</b> | <b>+83</b>    |
|              |            |              | +170%            |              | +5%           |

| PAYG       | Mar-22 | Mar-23  | 23 v 22 | Dec-23  | % to FY 22/23 |
|------------|--------|---------|---------|---------|---------------|
| Spa income | £98.5k | £178.5k | +£80k   | £155.4k | 87%           |
|            |        |         | +181%   |         |               |



Note: Spa VIP membership launched 24th May 2022



## 5. Membership trends

## 5.1 Gym usage

|                      | FY 21/22       | FY 22/23       | FY 22/23 v 21/22 | Dec-23 YTD     | % to FY 22/23 |
|----------------------|----------------|----------------|------------------|----------------|---------------|
| Alnwick              | 40,136         | 45,378         | 5,242            | 37,083         | 81%           |
| Ashington            | 110,283        | 121,819        | 11,536           | 82,616         | 67%           |
| Berwick              | 45,682         | 83,964         | 38,282           | 65,416         | 77%           |
| Blyth                | 103,934        | 113,499        | 9,565            | 67,773         | 59%           |
| Concordia            | 77,301         | 89,532         | 12,231           | 62,754         | 70%           |
| Morpeth              | 36,052         | 37,000         | 948              | 92,220         | 249%          |
| Ponteland            | 100,434        | 117,042        | 16,608           | 84,250         | 72%           |
| Prudhoe              | 34,264         | 31,550         | -2,714           | 17,765         | 56%           |
| Wentworth            | 59,099         | 79,787         | 20,688           | 70,777         | 89%           |
| Total Big 9          | 607,185        | 719,571        | 112,386          | 580,654        | 81%           |
| Non Big 9 Total      | 15,282         | 29,389         | 14,107           | 26,044         | 89%           |
| <b>Total members</b> | <b>622,467</b> | <b>748,960</b> | <b>126,493</b>   | <b>606,698</b> | <b>81%</b>    |

+20%



## 5.2 Swim usage

|              | FY 21/22       | FY 22/23       | FY 22/23 v 21/22 | Dec-23 YTD     | % to FY 22/23 |
|--------------|----------------|----------------|------------------|----------------|---------------|
| Alnwick      | 56,201         | 69,806         | 13,605           | 43,930         | 63%           |
| Ashington    | 76,496         | 110,071        | 33,575           | 65,417         | 59%           |
| Berwick      | 68,222         | 107,407        | 39,185           | 66,136         | 62%           |
| Blyth        | 63,433         | 79,790         | 16,357           | 49,413         | 62%           |
| Concordia    | 97,994         | 112,629        | 14,635           | 89,332         | 79%           |
| Morpeth      | 39,241         | 48,263         | 9,022            | 64,691         | 134%          |
| Ponteland    | 74,986         | 91,931         | 16,945           | 53,424         | 58%           |
| Prudhoe      | 79,757         | 85,085         | 5,328            | 59,026         | 69%           |
| Wentworth    | 79,555         | 90,990         | 11,435           | 55,638         | 61%           |
| <b>Total</b> | <b>635,885</b> | <b>795,972</b> | <b>+160,087</b>  | <b>547,007</b> | <b>69%</b>    |

+125%



Source: All users in the month inc members and PAYG  
Excludes small sample of under 5 swimmers



## 5.3 Fitness class attendance

|              | FY 21/22       | FY 22/23       | FY 22/23 v 21/22 | Dec-23 YTD     | % to FY 22/23 |
|--------------|----------------|----------------|------------------|----------------|---------------|
| Alnwick      | 13,064         | 21,075         | 8,011            | 20,606         | 98%           |
| Ashington    | 54,722         | 78,726         | 24,004           | 52,992         | 67%           |
| Berwick      | 16,296         | 28,099         | 11,803           | 22,778         | 81%           |
| Blyth        | 35,100         | 55,632         | 20,532           | 40,936         | 74%           |
| Concordia    | 39,423         | 56,230         | 16,807           | 46,533         | 83%           |
| Morpeth      | 23,380         | 28,864         | 5,484            | 67,692         | 234%          |
| Ponteland    | 42,313         | 56,293         | 13,980           | 45,999         | 82%           |
| Prudhoe      | 20,642         | 33,115         | 12,473           | 29,937         | 90%           |
| Wentworth    | 27,989         | 45,792         | 17,803           | 38,926         | 85%           |
| Total Big 9  | 272,929        | 403,826        | 130,897          | 366,399        | 91%           |
| Non Big 9    | 1,915          | 7,527          | 5,612            | 7,617          | 102%          |
| <b>Total</b> | <b>274,844</b> | <b>411,353</b> | <b>136,509</b>   | <b>374,016</b> | <b>91%</b>    |

+150%





## 6. Products - Health & wellbeing



## 6.1 Health and wellbeing services

|           | Exercise On Referral | Cardiac | Escape Pain | Parkinsons | MS Group | Wellbeing Walks | Mams On The Move | Active Kids | Aquanatal | Elevate | Good Boost |
|-----------|----------------------|---------|-------------|------------|----------|-----------------|------------------|-------------|-----------|---------|------------|
| Alwick    | ✓                    |         |             |            |          | ✓               | New              |             |           | ✓       |            |
| Ashington | ✓                    | ✓       |             |            |          | ✓               |                  |             |           | ✓       |            |
| Berwick   | ✓                    | ✓       |             | ✓          | ✓        |                 | New              |             |           | ✓       | ✓          |
| Blyth     | ✓                    |         | ✓           |            |          | ✓               | ✓                | New         |           | ✓       | ✓          |
| Concordia | ✓                    | ✓       |             |            |          | ✓               |                  |             | New       | ✓       |            |
| Morpeth   | ✓                    |         |             |            |          | ✓               | ✓                |             |           | ✓       |            |
| Newbiggin |                      |         |             |            |          | ✓               |                  |             |           |         |            |
| Ponteland | ✓                    |         |             |            |          | ✓               | ✓                |             |           | ✓       |            |
| Prudhoe   | ✓                    | ✓       |             |            |          |                 |                  |             |           | ✓       |            |
| Wentworth | ✓                    | ✓       |             |            | New      | ✓               |                  |             | New       | ✓       | ✓          |



## 6.2 Health & wellbeing services - participation

| 23/24 YTD    | Exercise on referral | Active Life   | MOTM         | Escape Pain | Elevate      |
|--------------|----------------------|---------------|--------------|-------------|--------------|
| Alnwick      | 658                  | 688           |              |             | 359          |
| Ashington    | 2,482                | 683           | 52           |             | 725          |
| Berwick      | 1,069                | 135           | 373          |             | 996          |
| Blyth        | 1,771                | 4,509         | 877          | 73          | 734          |
| Concordia    | 2,441                | 2,756         |              |             | 603          |
| Morpeth      | 1,725                | 1,840         | 467          |             | 1,371        |
| Ponteland    | 592                  | 485           | 51           |             | 882          |
| Prudhoe      | 856                  | 101           |              |             | 490          |
| Wentworth    | 1,331                | 658           | 267          |             | 833          |
| <b>Total</b> | <b>12,925</b>        | <b>11,855</b> | <b>2,087</b> | <b>73</b>   | <b>6,993</b> |

22/23 participation 14,486 13,726 1,608 131 5,455

Achieved to date v 22/23 89% 86% 130% 56% 128%

- Exercise on referral: Lower participation than we would have liked in 23/24 due to loss of Weight Management funding from public health
- Active Life demonstrates ongoing participation from those from the Exercise on Referral programme
- Mams on the Move increased participation due to programme being incorporated into our main programme.
- Elevate programme maturing in year two as part of structured onboarding process.



## 6.3 PE & Community Services

| What P  | What was achieved                            | When was it delivered   | Any stats relating to that                             | Any content or context that will help us write about that specific achievement   |
|---------|--|---|--|--|
| Product | School Games<br>Commonwealth Games<br>Legacy | June 2022   | 400 KS2 Children                                       | Working in collaboration with RISE, Alnwick Castle and Alnwick Gardens to deliver a day of School Games Physical Activity for a group of least active Children |
| People  | School Staff development                     | March 2023  | 10 Primary teachers                                    | Working with the FA we delivered a session to primary teachers on how to use Disney storytelling to deliver Football based PA skills                           |
| People  | Secondary Staff Development                  | April 22-July 22  | 25 Secondary teachers                                  | CPD support to upskill secondary PE teachers to ensure all their hard to reach YP are engaged in PA  |
| People  | AN Teaching staff Development                | Sep 22-March 23   | 4 teachers   | External Coaching sessions as part of staff performance management   |
| Product | FA Girls Funding                             | March 2023 Girls only festival working with local Wildcats clubs in Alnwick & Berwick | 60 KS2 girls identified as those not physically active | Support Girls to have equal access to football in the curriculum and after school clubs in Alnwick & Berwick   |

Delivering Physical Education to 30 schools within the county through our teacher qualified teaching team.



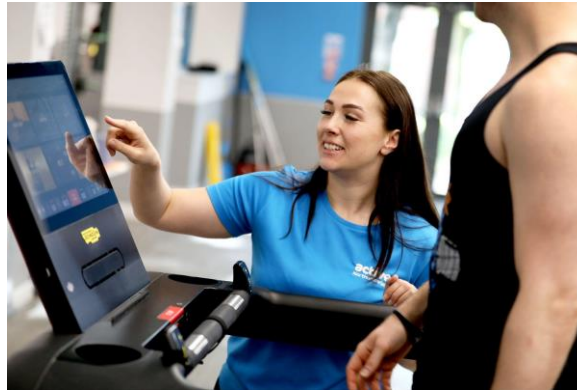
## 7. People

## 7.1 Employees

|                           | FY 21/22 | FY 22/23 | FY 22/23 v 21/22 | Dec-23 YTD | vs 22/23 |
|---------------------------|----------|----------|------------------|------------|----------|
| Assignments               | 712      | 829      | +117             | 860        | +31      |
| Contracted                | 380      | 448      | +68              | 492        | +44      |
| Casual                    | 332      | 381      | +49              | 368        | -13      |
| Ratio Contracted v Casual | 53 : 47  | 54 : 46  |                  | 57 : 43    |          |

- Significant increase in the number of role assignments from 22/23 due to increased activities, services and memberships.
- Focus has been to ensure as many casual staff are converted to contracted where appropriate, and this has been ongoing through 23/24.

- 10 apprenticeships undertaking CIMPSA Leisure Team Member Apprenticeships.
- 11 team members undertaking Leisure Duty Manager Apprenticeships.

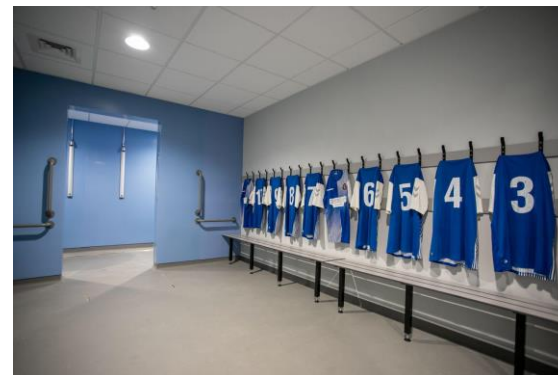
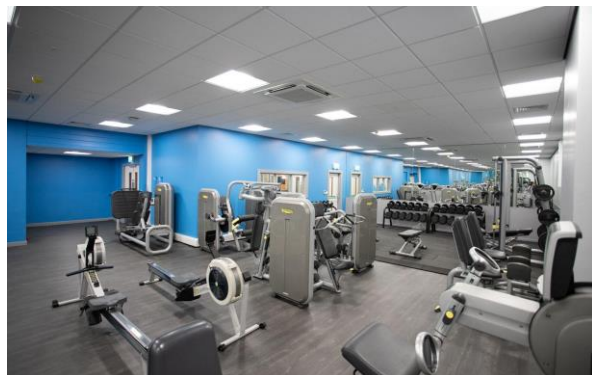




## 8. Places



## 8.1 Newbiggin Sports and Community Hub



## 8.2 Capital investments in 22/23

Newbiggin Sports and Community Hub  
£1.9m refurb



Berwick Sports and Leisure Centre works  
continue for completion in Summer 2023



Gaining industry leading accreditation with  
three centres being classified as 'very good'



Berwick Sports and Leisure Centre  
Ashington Leisure Centre  
Wentworth Leisure Centre



## 8.3 Environmental stewardship in 22/23

Launched our new environmental strategy to reduce energy costs and our carbon footprint, including:

- The appointment and training of environmental champions across the business.
- Placed environmental awareness boards in sites.
- Reduced operating temperatures of swimming pools and spas.
- Reduced air temperatures around buildings.
- Reduced the amount of waste going to landfill by installing recycling stations across our centres.

Invested in more energy efficient buildings through the use of:

- High density insulated cladding
- High energy- efficient glazing with thermal screening
- LED lighting and solar panels.

All of these initiatives significantly contribute to the Northumberland County Council's vision of a net zero-carbon economy.



## 8.4 Morpeth Sports and Leisure Centre



## 8.5 Capital investments in 23/24

Opening of £21m Morpeth Sports and Leisure Centre in April



Two of our centres being rated as the top two centres in the country by Quest



**Number 1**  
**Morpeth Sports and Leisure Centre**



**Number 2**  
**Ponteland Leisure Centre**